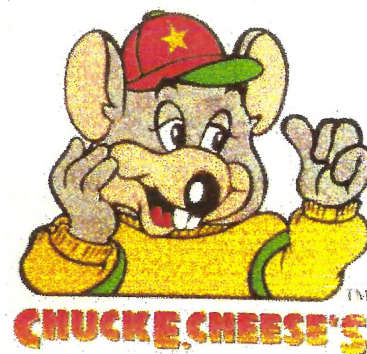


Welcome to the first
edition of the CEC Eastern Regional news.

CEC EASTERN REGION NEWS

Volume 1, Issue 1

April 28, 1997



Promotions

New Gms

Frank Landis

Bel Aire, MD

Gerald Roberts

Durham, NC

Tom Mayden

Brockton, MA

District Tech

Mike Bolinger

Open ing

Coordinators

Jennifer Kenney

Jene Barton

Lancaster, PA

Nicole Muhler

Rick Carroll

Bel Aire, MD

Kahonte Harris

Catonsville, MD

Cindy Copeland

Diamond PT, MD

cont on PG 2

Eastern Region Mangers of the Quarter

District P

Tony Flerlage

District Z

Jeff Kuhn

District N

Paul Magee

District AA

Maureen Merritt

District U

Ygra Pena

District W

Jessica Nevin

District FF

Jim Weaver

District GG

Rob Carey

District S

Daphne McDaniels

Congratulation and thanks

CEC HAS BEST QUARTER EVER LEAD BY SPRING- FIELD, MA

Chuck E Cheese
had a record
breaking 1st quar-
ter. Lead by
Springfield, MA
(management
team pictured at
right) at 11.1 over
scale. Rounding
out the top 3 in the
eastern region
were Harris-
burg, PA at 6.9
over and Newing-
ton, CT at 6.8 over.



— Pictured above- General Manager Robert Thorpe, Todd Wages, Victor Rivera

DAN'S HOT LIST

1. CARPETS CLEANED BEHIND BOOTHS AND TABLE
2. CERAMIC TILE IN RESTROOMS POLISHED
3. GROUT SCRUBBED CLEAN
4. BEVERAGE AREA CLEANED (TOPS AND CORNERS)
5. CLEAN AND ORGANIZED TRAINING AND BREAK ARE (SEE PG 4)

6. MOPS, BROOMS, AND DUST PANS IN THEIR PLACE
7. LANDSCAPE WELL GROOMED
8. KITCHEN FLOORS DECK BRUSHED AT CLOSE
9. WALK-A-ROUNDS HANDS AND FEET LIKE NEW.
10. OPEN AT 9:45 AND NO CLOSING EARLY

THE TALE OF THE TAPE

Top Sales - Fairfax, VA

Top 3 Cp vs Scale

SPRINGFIELD, MA 11.1

HARRISBURG, PA 6.9

NEWINGTON, CT 6.8

Top 3 sales increase

STATEN ISLAND, NY 107%

JACK REG, FL 29.9%

SUNRISE, FL 29.5%

Suggestive Sales Contest

AS OF MAY 5TH
FOR EASTERN REGION

1. North Bergen 118

2. Alexandria 99

3. Hicksville 93

**"Answer yourself a few questions.
Who is most responsible for keeping
your restaurant clean?"**

Making the Buck\$ by LES EVON General Manager Attleboro, MA

An important ingredient in the formula for success in our business is making money. Not only making money for our company but for ourselves and our families. Without a doubt, money is not only the measurement for success but it is a very important one,

isn't it???

With so many great systems in place, why isn't everyone making money and doing it the big way? All of us have the tools for success. So why doesn't it happen?

Success and "making it happen" starts with the manager. The right

thoughts, the right ideas get fired into action. These actions can be developed into a strong work habits. All of these great work habits become part a part of the "character" (cont pg 3)

BUILDING A STAR CAST BY JOHN CONNOLLY GM of Worcester MA

Answer yourself a few questions. Who is most responsible for keeping your restaurant clean? Who is responsible for greeting every guest at kid check? Who is responsible for suggestive selling? Who ensures that your pizzas have the quality characteristics? Who answers the telephone? Who keeps your sky crawl clean? Your answer is very simple: The cast members that YOU have hired!

The Star Cast Members that you have working in your restaurant are going to make or break you. They are the ones who are having 99% of the contact with our guests. We owe it to the guest to have quality people in all positions so that they can

have the most enjoyable and magical experience possible. As soon as you put a person in a position who does not have the six quality traits, who is under trained and would rather be somewhere else, you have already ensured that many guests will not return to your restaurant because they will experience some sort of indifference on behalf of your cast member. Remember a few hints when selecting cast members.

1. Remember the six quality traits of a winner (Image, Intelligence, Integrity, Drive and energy, Communication, and Personality).
2. Hire year round — never run short staffed—Stock up on

great people.

3. Never panic hire (hiring anybody because your short staffed).

4. Hire people who are polite, kind and considerate. You can't train anybody to have these qualities.

Once you have selected outstanding cast members you must now provide them with a (cont on page 5)

An example of a winner Joelle Montecalvo from Worcester, MA who earned 55 suggestive sales cards on one party.



Jennifer Plaine
Nikki Faust
Andy Slagel
York, PA
Sara McNay
David Winters
Annapolis, MD
Jennifer McGainey
Melanie
Houseknecht
Diamond Pt, MD
Transfers
Mike Sharpe to
York, PA
John Bacon to
Catonsville, MD
Joe DiNatale to
Towson, MD
Chris Rue to Charlotte, NC
Caroline Morton to
Waldorf, MD
Dan Swezy to
Laurel, MD
Paul Magee, Philly-
Roosevelt
Tom Wallace to
Staten Island, NY
cont on next pg

"OK, I admit it. This title has nothing to do with what I was asked to write about" -Dan Johns from "WHERE HAVE ALL THE COWBOYS GONE" SEE BELOW

Maureen Meritt
to Middletown,NJ

Tony Mattel to
Jacksonville Or-
ange Park,FL

Tom Esters to At-
lanta Merchants
Walk, GA

Welcome Aboard

Thomas Bryan

Jerome Leak

John Hutches

Kevin Lindsey

Ed Brown

Joy Jones

Dan Robins

D.J. Carpenter

Steven Parker

Rich Harvey

Ed Weathers

Ricky Villain

Jeremy

Castonguay

Fred Bothers

Tracy Nelson

Shawn Deniton

WHERE HAVE ALL THE COWBOYS GONE? By Dan Johns General Manger Wayne,NJ

Ok, I admit it. This title has nothing to do with what I was asked to write about. I put it "up there" to get your attention. It was the last song I heard as I drove into work today. In these cases, the song either is a song you really like or do not care for. The latter applies in

this case. I should come clean. I am a little "miffed" at Rob Grahame for not using my "cat name" essay. He wanted me to write about two topics: cast hiring and managing your managers. I came up with a interesting premise for the former topic and developed

it into a tight little essay. In other words, I put all my eggs into one basket. Rob read the essay and responded that it was "good". That's all I needed to hear. He was going to use this piece. Then he told me he would use the "cat name" essay in a (cont on pg 5)

Making the Buck\$ by Les Evon Cont.

of the staff.

The Obvious methods to financial success at CEC are too numerous to mention. Instead, let's spend a few minutes on some other ideas or methods that could prove to be rewarding to you and your cast.

1. Before you go to sleep tonight, write down the six most important things you wish to accomplish tomorrow at work and follow through. You will be in the top 5% of the population by doing this. Your productivity will increase a hundred fold.

2. Go to work with a attitude as if it was your last day before vacation. (Just think about how productive you are the day before vacation getting things in

order, all task completed, a positive upbeat mode)(alias, positive mental attitude)

3. Set yourself short term and long term goals. These are not only business goals, but personnel, social, recreational and spiritual ones too. You have to be balanced. There are hundreds of books written just on this topic alone.

4. Have an attitude of gratitude! Yes, there is always something to complain about. There are, fortunately, more things to smile about.

5. Offer sincere appreciation to everyone you meet.

Yes, I know I have not mentioned one specific detail procedure to, let's say, control your food or labor cost. Nor have I told you how to lower your controllable expense cost by 2% every period. I have shared five ideas that can, if properly applied, allow you to be most successful as a CEC manager or in any particular

venture you make take on, even the journey of life.

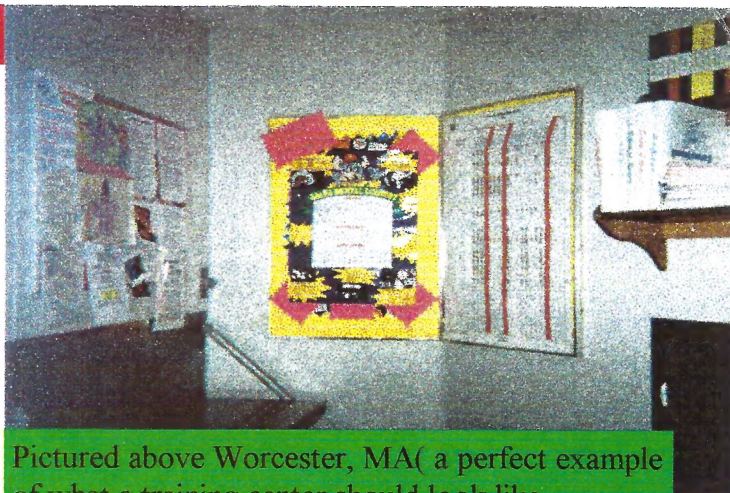
Congratulation to.....
Lorenzo Leverette on the purchase of his first house.
Brian Parkinson and Tara Parkinson on their marriage.
Middletown NJ on winning the district AA live show contest.
Brian Nicholson on being selected General Manager of the first quarter in district P.
Rodney Anderson on being elected technician of the quarter in district P.

STORE TRAINING CENTERS

The first step in building a training center is to make sure one has everything they need. The following is a list of all the materials and videos that a store needs:

- school of service manuals
- school of kitchen manuals
- team leader manuals
- training manager manual
- 15+ copies of test for front and back of house
- CEC newspaper
- VIDEOS
- Salad bar
- Dough
- Character
- Gameroom
- Orientation
- CEC general

- Make/cut
 - Merchandise
 - Alch. training
 - Sexual haras.
 - Handling emerg.
 - Cashier
 - Birthday
 - Suggestive selling
 - How to train
 - P/M safety
 - Vision quest
 - Rest Mgr hand-book
 - Kidcheck
- if you need any of the following feel free to contact me at 972-258-8507 ext 6084.



Pictured above Worcester, MA(a perfect example of what a training center should look like.

TRAINING UPDATE

In the coming weeks each store will be receiving several new training videos. The videos are updates of our past videos. The new video will be Birthday, Kidcheck, Cash and Skycrawl cleaning.

Also for those who haven't heard mushroom can be cut with a egg slicer.(yippie)

official training store
as off April

97(denotes new as of

first quarter)

HERNDON, VA

LEVITTOWN, PA

DEPFORD, NJ

MONTGOMERYVILLE, PA

CATONSVILLE, MD

HARRISBURG, PA

WAYNE, NJ

COMMACK, NY

MIDDLETOWN, NJ

WORCESTER, MA

SPRINGFIELD, CT

CHARLOTTE, NC

ATL/JONES, GA

SAVANNAH, GA

ORLANDO I-DRIVE, FL

ORLANDO ALT., FL

TAMPA CARROLLWOOD, FL

PEMBROKE PINES, FL

MIAMI SUNRISE, FL

MAKING IT IN MAY.

May is one of the toughest months to make scale. Yet it is not a impossible task. Do you have systems and par levels in place to maximize every dollar. Here are a few suggestions to help you make it in may.

FOOD COST

1. Compare actual food cost to the IBM theoretical (you should be within 1 point) if not ask your self one question "are we using scales 100%?"
2. Scales calibrated (check with test weights)
3. All employee meals rung up. Do not allow special items like taco pizzas and super combo

breadsticks.

4. Daily food waste tracked and adjustments made to par levels.
5. Dough waste tracked nightly- adjust down if needed.
6. Accurate par levels set to avoid spoilage.

PRIZE/MERCH

1. Merch par levels set accurately and locked
2. All games dispense proper amount of tickets (checked daily)
3. Minimum inventory to deter theft.
4. Game pull variances investigated.

LABOR

1. Use 15 minute scheduling so everyone hits the ground running (example

- scheduling someone at 5:15 rather than at 5:00)
2. All breaks taken and make sure they clock out
3. Live on the edge, be uncomfortable, but not at the Guest's expense.
4. Labor is 80% scheduling & 20% guts.
5. Zero Overtime
6. Cross train to provide flexibility.

UTILITIES/MAINT.

1. Breakers labeled- turn on/off in stages.
2. Carpets cleaned when needed (can it wait for June???)
3. Can I go to a smaller dumpster or less pick-ups???
4. Walk-in door in good repair (cont on page 5)

Building a star cast cont....

a work experience that is second to none. There are many jobs out there that teenagers can get that will pay more, however, money is not the most important thing to them. Their needs are simple. They want to feel like they belong to something special. They need a job with a flexible schedule. They want to have fun. They need to work with other people who are like them (winners hang out with winners). They need a job where they will be recognized for a job well done. They need a manager who cares about them, not just what they will do for him. If you are able to meet these needs, you should never have to worry about hiring because the word will get out that Chuck E Cheese's is an awesome place to work. The winners that you bring in will go out and tell their friends that this is the place to work. If, however, you do not provide your cast with a great environment, you will constantly be short on people. You will begin to hire anybody just because you need them and soon the only good people that you had, will be gone, and smiling at someone else's "guests"

Here's some other things you can do to provide that great environment.

1. Thank you cast constantly. If they are on their hands and knees cleaning the beverage bar floor and you don't thank them, don't expect them to repeat that for you anytime soon.
2. Give constant feedback on performance. They need to know.
3. Be consistent in your treatment of everyone. No favorites.
4. make your schedule based on productivity. The better you are the more you hours you get.
5. Ask your cast about other things in their life. "How was the prom?" "How did you do in your basketball game?" This will show them that you care about them as people first.
6. Always greet your cast with a friendly "hello" before handing out their job assignments.
7. Let them cross train. It will give them more knowledge and you a more versatile cast member.
8. Have contests or goals to challenge

them.

9. If a cast member does something that is awesome make it a big deal and praise them in front of their peers. They will feel real proud

10 Have a "rookie of the month" to reward your newest cast member

11. Have a family night

MAKING IT IN MAY CONT...

PAPER

1. Cashiers use place settings

2. Don't over fill napkins

3. 1 knife per pizza (forks if wanted by guest)

4. Cone cups used by cast.

5. Lids not overfilled on beverage bar

CASH CONTROLS

1. Safe locked/ safe log used

2. Cashier drop big bills regularly

3. Deposits made on a timely basis

4. Office always locked

5. Tokens tracked treat them like cash

These are just some of the many ways one can maximize your profit in May the key is to have a plan and then execute it..

WHERE HAVE ALL THE COWBOYS GONE CONT.....

future newsletter. He wanted the second essay: managing your managers. That's where I had a problem. The first essay came so easy. The intro, body, and conclusion hit me all at once. I was a little jammed with this topic. I think it was the "fear factor". Since this newsletter was going to be read by managers, I felt this topic would be a no win proposition. In whatever vein I decided to write the essay, it would either come off as haughty and arrogant (I've heard this before) or warm and fuzzy. I wanted to find the middle ground between these extremes without referencing Stephen Covey or sounding like Tony Robbins. I wanted to impart a little wisdom without sounding condescending. A tough sell when you are dealing with peers.

As you can tell, I was trying to get even with Rob by writing a convoluted, disjointed essay about not writing the "managing your managers" piece. I was

Well its time to bring this to a close. I'd like to thank Les, John, and Dan for the articles that they contributed. I also like to thank Microsoft for a excellent program for newsletters (plug). I'd also like to apologize ahead of time if I have spelled your name incorrectly (I took them off the company roster so its someone else fault not mine) or if I have missed your name in the promotions or transfer column. If you would like to contribute to the next newsletter (pictures, cartoons, article etc...) you can contact Rob Grahame at 972-258-8507 ext 6084 or just page me. (for those who don't have my pager # it 1800-SKY-8888 pin 1209013)

doing a fairly good job when I was struck by the relevance of the following passage:

I very much share Thomas Moore's view about optimism versus pessimism—one needs to go down both paths at the same time, so that one can arrive at some other coherent place as a result. If it is unrealistic to be optimistic at this point, it would also do a disservice to our problems to maintain a paralyzing state of despair, such that one felt totally unable to participate in any kind of reconstruction or revisioning. (Conversations before the end of time by Suzi Gablik pg 452 Thames and Hudson copywrite 1995)

I did not find this passage in a "how to" manual or a management guide. This was culled from a art journal, of all places. What this passage does say is everything I wanted to say about managing your managers. Honesty, temperance, and tolerance are all the values that I value in my managers (both higher and lower on the corporate ladder). This passage is simply a paean to honesty. There is a time and a place to see the glass half-full. Likewise, there is a time and place to see it half-empty.

For those of you that found the passage to long and verbose, I will leave you with words of wisdom from Yogi Berra: when you come to the fork in the road, take it.

LET'S HEAR WHAT OUR GUEST HAVE TO SAY:

"I loved the Chuckie tonight. He was great with the children, he went to every table and was very entertaining. I asked and his name was Johnny"-store 939 August, GA

"I must admit that I was very impressed. My 2yr old had a fantastic time. The place was so well kept that it looked brand new. I also felt very safe, having my daughter run around."-store 504 Commack, NY

DAN'S HOT LIST

CARPETS CLEANED BEHIND BOOTHS AND UNDER GAMES

CERAMIC TILE IN RESTROOMS POLISHED

GROUT SCRUBBED CLEAN

BEVERAGE AREAS CLEANED (TOPS AND CORNERS)

CLEANED AND ORGANIZED TRAINING/BREAK AREA
(NOT TRASH)

MOPS, BROOMS, AND DUST PANS IN THEIR PLACE

LANDSCAPE WELL GROOMED

KITCHEN FLOOR DECK BRUSHED AT CLOSE

WALK-A-ROUNDS HANDS AND FEET NEW (COOL NEW HANDS)

OPEN AT 9:45, AND NO CLOSING EARLY